



FOX's "RUNNING WILDE" Star to Ring The NASDAQ Stock Market Opening Bell

ADVISORY, Oct 15, 2010 (GlobeNewswire via COMTEX News Network) -- What:

FOX's "RUNNING WILDE" will visit the NASDAQ MarketSite in New York City's Times Square.

In honor of the occasion, Peter Serafinowicz, star of FOX's "RUNNING WILDE," will ring the NASDAQ Opening Bell.

Where:

NASDAQ MarketSite -- 4 Times Square -- 43rd & Broadway -- Broadcast Studio

When:

Monday, October 18th, 2010 at 9:15 a.m. to 9:30 a.m. ET

Contact:

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NASDAQ MarketSite: Robert Madden (646) 441-5045 Robert.Madden@NASDAQOMX.com

Feed Information:

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on AMC3 / C22, 87 degrees West, downlink frequency 4140 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Robert Madden at (646) 441-5045.

Radio Feed:

An audio transmission of the Opening Bell is also available from 9:20 a.m. to 9:35 a.m. on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Ascent fiber 1623 as well.

Facebook and Twitter:

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies, please visit our Facebook page at:

<http://www.facebook.com/nasdaqomx>

For news tweets, please visit our Twitter page at:

<http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Opening Bell will be available at: <http://www.nasdaq.com/about/marketsitetowervideo.aspx>

Photos:

To obtain a hi-resolution photograph of the Market Open, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market open of your choice.

About FOX's "RUNNING WILDE":

From the Emmy Award-winning creator and the star of the critically acclaimed FOX series "Arrested Development" comes RUNNING WILDE, a romantic comedy starring Will Arnett as STEVEN WILDE, a filthy-rich, immature playboy trying desperately

to win (or buy) the heart of his childhood sweetheart, EMMY KADUBIC (Keri Russell), the über-liberal humanitarian who got away -- all told through the perspective of a 12-year-old girl.

Steve Wilde has never performed a selfless act. But why should he? He's rich! The son of an oil tycoon, Steve hasn't had to work a day in his life and has always gotten everything he's wanted -- with one exception: the love of Emmy.

The daughter of a former Wilde housekeeper, Emmy is an earnest do-gooder who has spent her adult life trying to save the world. And though Emmy is content living with an indigenous tribe in the Amazon rainforest, her 12-year-old daughter, PUDDLE (Stefania Owen), just wants to be a normal kid experiencing her adolescence in a normal place. And she would speak up except for the fact that she hasn't spoken in a few months.

When Wilde Oil's expansion in the rainforest threatens her adopted tribe, Emmy, with the encouragement of her bumbling environmentalist boyfriend, ANDY WEEKS (David Cross), decides to attend Steve's self-thrown "Humanitarian of the Year" award ceremony in hopes of convincing him to help her cause… and also maybe because she still has a thing for Steve. But same-old Steve is unwilling to help because fighting Wilde Oil (a/k/a Dad) means putting his meal ticket in jeopardy.

Rather than run the risk of letting Emmy slip away again, Steve pulls out all the stops to win her heart. To do so, he enlists the only other people in his life who can help: Oxford-accented neighbor and "frenemy" FA'AD SHAOULIAN (Peter Serafinowicz); MIGO SALAZAR (Mel Rodriguez), Steve's employee/sidekick/errand-boy; and MR. LUNT (Robert Michael Morris), Steve's "manny"-turned-secretary who hasn't lost a bit of his "mother hen" instincts.

Despite having everything he ever wanted, Steve knows he can't buy love and happiness, which falls in sharp contrast to Emmy, who has nothing but love and happiness. So with Emmy committed to doing good for nothing, and Steve being a good for nothing, will this hopelessly mismatched pair ever be able to reconcile their differences?

RUNNING WILDE is produced by Tantamount Studios, Five Hole Pictures and Principato-Young Management in association with Lionsgate Television. The series is written and created by Mitch Hurwitz, Jim Vallely and Will Arnett. Hurwitz, Vallely, Arnett, Eric Tannenbaum, Kim Tannenbaum, Peter Principato and Paul Young serve as executive producers. Anthony Russo and Joe Russo directed and served as executive producers on the pilot episode.

About NASDAQ OMX:

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with approximately 3,600 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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